

FUTURE READY WITH D2C

Online direct to consumer (D2C) business models have taken center stage due to the pandemic and are gaining prominence with more consumers embracing e-commerce in the post-pandemic world.

40% CGs experienced more than 75% growth in DTC sales in the last 12 months



55%

consumers used D2C channels to purchase packaged goods at the height of the pandemic

>50%

consumers opt to visit brand websites (over retailer websites) since they offer more information & guides

73%

consumers using D2C ecommerce over the course of COVID-19 plan to continue post-pandemic

Those who own data own the future

DTC enables CPGs to gather data directly from consumer interaction

In
5
Years



40% consumers expect >40% of their spending to go toward D2C brands



> 81% consumers are expected to make at least one D2C purchase

CPG INDUSTRY ADOPTION



aims to grow the current share of its DTC sales from 30% to 50%



doubled its e-commerce sales in 2020 Q3 after launching two D2C sites



expects 50% of its sales to come from online channels by 2023



launched a DTC campaign to sell coffee samples - 90% of goal was met in few hours



Colgate's D2C products drove >200% eCommerce growth in North America in 2020 Q2



went DTC during the pandemic & grew sales by 188% month over month

WHAT TO DO WITH ALL THAT DATA?

DATA ANALYTICS: The game changer.

52% manufacturers stated that their analytic resources shifted so that they could "more quickly react".

2/3 organizations expect their spending on analytics to either increase or remain stable in 2021

How can we help?



MAKE EXPERIENCES PERSONAL

Bring clarity to customers' buying behavior in real time to enable improved recommendations



BETTER INVENTORY MANAGEMENT

Anticipate demand in a timely fashion using smarter demand forecasting techniques



IMPROVE PRODUCT DEVELOPMENT

Get deeper insights into consumer demand using data collected throughout discovery & purchase processes



OPTIMISE MARKETING SPEND

Use effective modeling to allocate marketing spend effectively by tracing it to the type of purchase made



FIND NEW CUSTOMERS

Segment consumers to connect right people with right products to drive them to make a transaction on your website



SEAMLESS COMMUNICATION

Take communications with customers to next level by adding emotion and context to the dialogue using chatbots

As the power of data continues to expand, investing in data analysis can put DTC brands ahead.
For more information, write to us at marketing@latentview.com



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